Getting The Most Out Of Customer Satisfaction Surveys

Keith Hocking
INPUT Europe

INPUT

- International research and consulting
- Offices
  - London
  - Paris
  - Tokyo
  - Washington
  - New York
  - California

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Notes

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Customer Satisfaction Survey

- Measures satisfaction of customer with:
  - Support services provided
  - Support services *not* provided

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Customer Satisfaction Survey

- Compare your services to competition
- Reveal business opportunities
- Discover your service strengths and weaknesses

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Customer Satisfaction Survey

- Create customer loyalty through satisfaction with service
- Control your accounts

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Customer Satisfaction Survey

- In-house surveys
- Independent survey
- Both

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Systems Software Service Satisfaction

- Engineer skills
- Telephone support
  - Fix speed
  - Accessibility
- Documentation
- Software updates
- Software installation

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Systems Software Service Satisfaction

- Software training
- Hotline
- Capacity tuning
- On-site support
- Consultancy planning
- Remote diagnostics
- Software problem database

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Hardware Service Satisfaction

- Spares availability
- Engineer skills
- Problem escalation
- Call handling
- Backup support
- Hardware training

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Hardware Service Satisfaction

- Telephone support
- Service administration
- Documentation
- Consultancy planning
- Remote diagnostics
- Out-of-hours service

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Professional Services

- Environmental planning
- Facilities management
- 'Single-source' maintenance
- Network planning

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Professional Services

- Disaster recovery
- Cabling
- Software evaluation
- Consultancy

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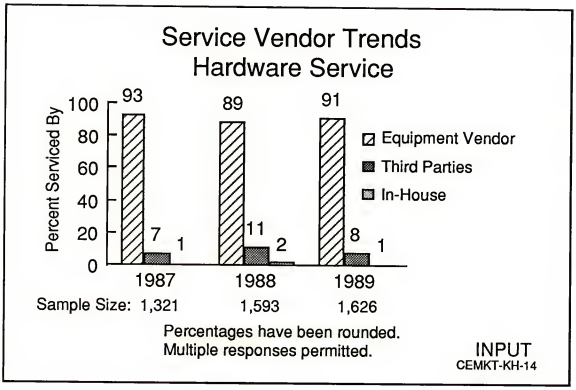

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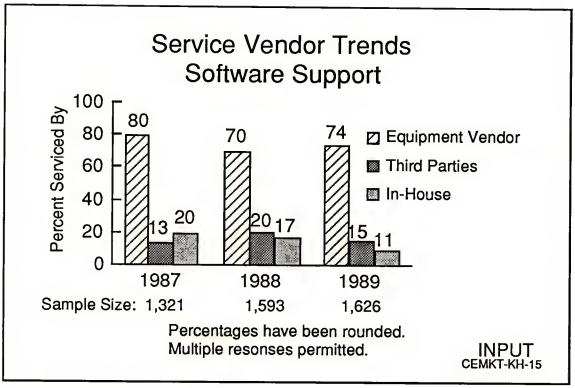

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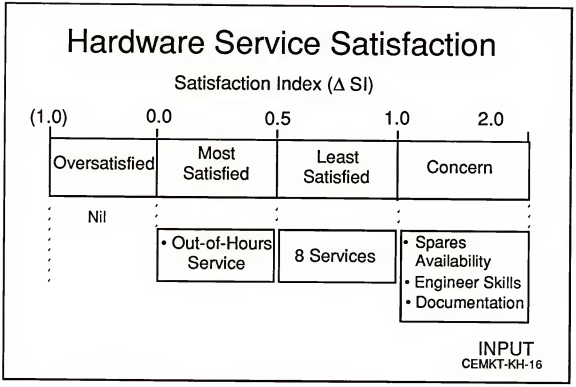

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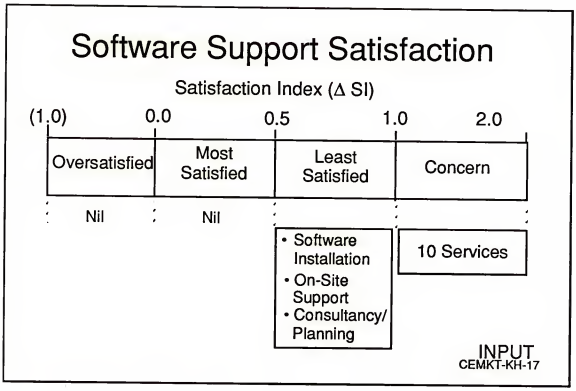

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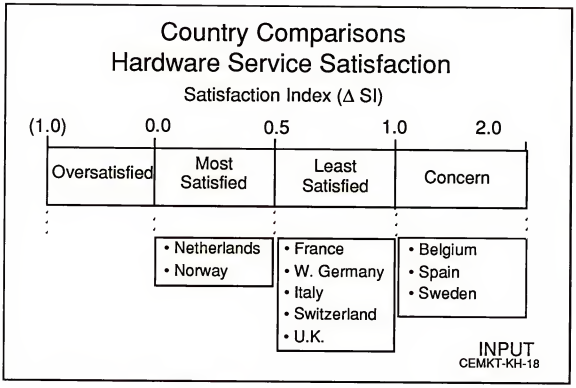

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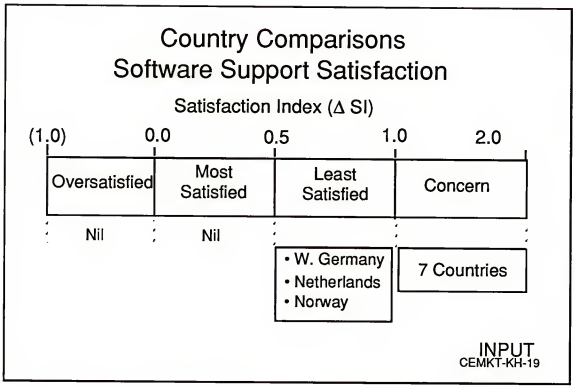

Notes

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Major Issues and Trends

- Declining user satisfaction
- User concern with software support
- Hardware service concern
  - Spares availability
  - Engineer skills
  - Documentation

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Notes

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Major Issues and Trends

- Increasing system failure rate
- Vendor software support quality image

INPUT
CEMKT-KH-20b

Notes

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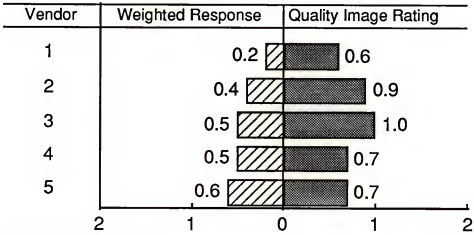
Vendor Quality Image—Hardware Service

Satisfaction Index (Δ SI)



Sample size: 1,626

INPUT
CEMKT-KH-21

Notes

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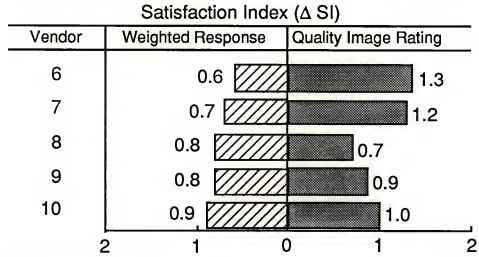
Vendor Quality Image—Hardware Service



Sample size: 1,626

INPUT
CEMKT-KH-22

Notes

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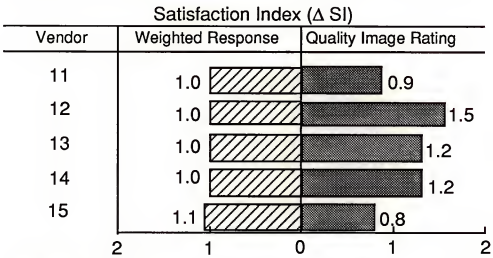
Vendor Quality Image—Hardware Service



Sample size: 1,626

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Vendor Quality Image—Software Support

Sample size: 1,626

INPUT
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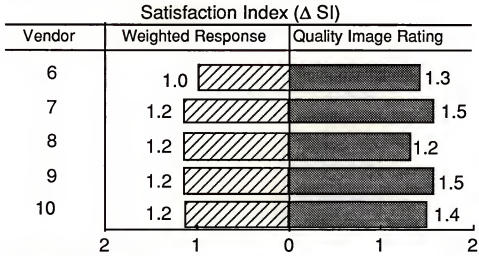
Vendor Quality Image—Software Support



Sample size: 1,626

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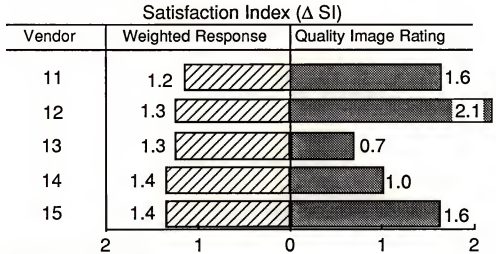
Vendor Quality Image—Software Support



Sample size: 1,626

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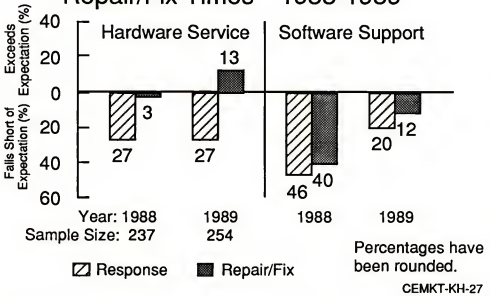

Notes

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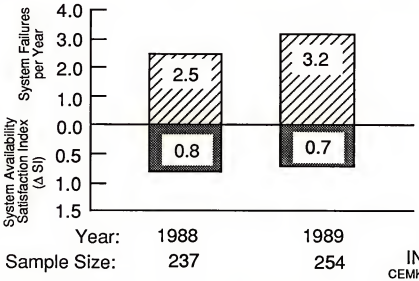
One Vendor's Trends in System Failure Rate and System Availability, 1988-1989



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Benefits of Customer Satisfaction Surveys

- Measures *perceived* performance
- Reveals strengths and weaknesses of services
- Demonstrates vendor *cares*

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Benefits of Customer Satisfaction Surveys

- Gives competitive benchmark
- Highlights business opportunities
- Makes service more visible

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About INPUT

INPUT provides planning information, analysis, and recommendations to managers and executives in the information processing industries. Through market research, technology forecasting, and competitive analysis, INPUT supports client management in making informed decisions.

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Formed as a privately held corporation in 1974, INPUT has become a leading international research and consulting firm. Clients include more than 100 of the world's largest and most technically advanced companies.

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North America

Headquarters
1280 Villa Street
Mountain View, CA 94041-1194
(415) 961-3300
Telex 171407 Fax (415) 961-3966

New York
959 Route 46 East, Suite 201
Parsippany, NJ 07054
(201) 299-6999
Telex 134630 Fax (201) 263-8341

Washington, D.C.
1953 Gallows Road, Suite 560
Vienna, VA 22182
(703) 847-6870 Fax (703) 847-6872

International

Europe
Piccadilly House
33/37 Regent Street
London SW1Y 4NF, England
(071) 493-9335 Fax (071) 629-0179

Paris
52, boulevard de Sébastopol
75003 Paris, France
(33-1) 42 77 42 77 Fax (33-1) 42 77 85 82

Tokyo
Saida Building
4-6, Kanda Sakuma-cho
Chiyoda-ku, Tokyo 101, Japan
(03) 864-0531 Fax (03) 864-4114

on 6th May 1990 our code
will change from 01 to 071

INPUT
PICCADILLY HOUSE
33/37 REGENT STREET, LONDON SW1Y 4NF
TEL: (01) 493 9335 TELEX: 27113
FAX: (01) 629 0179

FAX TRANSMITTAL FORM

DESTINATION : CALVIN WADE

FAX NUMBER :

ATTENTION : GRAPHICS

Telephone Number/Location

NUMBER OF PAGES: 1 of 2

CONFIDENTIAL CORRESPONDENCE: YES NO ✓

URGENT : Calvin, YES ✓ NO

DESCRIPTION:

• MANY THANKS FOR CE-MRT SLIDE AND HARD COPY.

• SORRY I MISSED ONE CORRECTION

• SEE AMENDED SLIDE

• MANY THANKS - SEND SLIDE TO ARRIVE BY MONDAY 7 MAY

K.

****

FROM : KEITH HOCKING

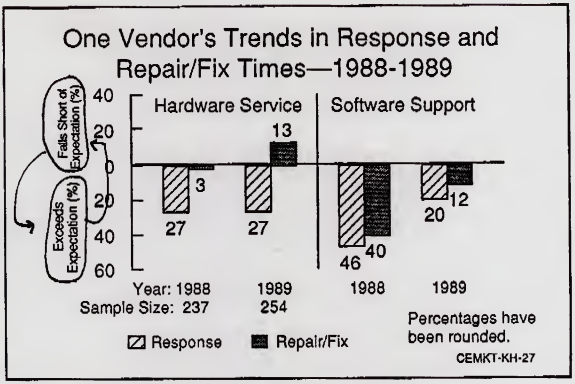
DATE : 30/4/90.

INPUT :

Project Charge Code:

INPUT LTD. DIRECTORS: P.A. CUNNINGHAM (U.S.A.), P.E. CUNNINGHAM, K.W.L. HOCKING, P. LINES
Registered Office: ROLLS HOUSE, 7 ROLLS BUILDING, FETTER LANE, LONDON EC4A 1NH
Registered in England No.: 1470416

Calvin
Change
titles
over as
indicated
Thanks.
A



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NEW DIALLING CODE

on 6th May 1990 our code will change from 01 to 071

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FAX TRANSMITTAL FORM

DESTINATION : MV

FAX NUMBER :

ATTENTION : CALVIN WADE

Telephone Number/Location

NUMBER OF PAGES: 1 of 1

CONFIDENTIAL CORRESPONDENCE: YES ____ NO ✓

URGENT : YES ✓ NO ____

DESCRIPTION: Calvin

- CG - MLT PRESENTATION
- CORRECTIONS O.K.
- MANY THANKS - GOOD WORK

Keith

****

FROM : KEITH HOCKING

DATE : 27/4/90

INPUT :

Project Charge Code:

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Registered Office: ROLLS HOUSE, 7 ROLLS BUILDING, FETTER LANE, LONDON EC4A 1NH
Registered in England No. 1470410

INPUT
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33/37 REGENT STREET, LONDON SW1Y 4NF
TEL: (01) 493 9335 TELEX: 27113
FAX: (01) 629 0179

FAX TRANSMITTAL FORM

DESTINATION: MV

FAX NUMBER :

ATTENTION : C. WADE

Telephone Number/Location

NUMBER OF PAGES: 1 of 3

CONFIDENTIAL CORRESPONDENCE YES ___ NO ✓

URGENT YES ✓ NO ___

DESCRIPTION
Calvin,

- AMENDMENTS TO CE-MKT PRESENTATION
- 6 SLIDES - DELETE VENDOR NAMES - NUMBER ONLY
- MANY THANKS FOR PROMPT FAX
- PLEASE FAX AMENDED SLIDES
- I LIKE THE 4 SLIDES / PAGE (COST EFFICIENT FOR FAX & EASY TO CHECK!)

- BEST REGARDS

****

FROM: KEITH HOCKING

DATE: 25 APRIL 1990

INPUT
Project Charge Code:

INPUT LTD. DIRECTORS; P.A. CUNNINGHAM (U.S.A.), P E. CUNNINGHAM, K.W.L. HOCKING, P. LINES
Registered Office: ROLLS HOUSE, 7 ROLLS BUILDING, FETTER LANE, LONDON EC4A 1NH
Registered in England No.: 1470416

INPUT

PICCADILLY HOUSE
33/37 REGENT STREET, LONDON SW1Y 4NF
TEL: (01) 493 9335 TELEX: 27113
FAX: (01) 629 0179

FAX TRANSMITTAL FORM

DESTINATION: MV

FAX NUMBER : GRAPHICS

ATTENTION : ANDREA JERIS

Telephone Number/Location

NUMBER OF PAGES: 1 of 23

CONFIDENTIAL CORRESPONDENCE YES ____ NO ✓

URGENT YES ✓ NO ____

Andrea,

DESCRIPTION

- SLIDES NEEDED FOR PRESENTATION MONDAY 7th MAY
- CAN YOU MAKE + SHIP TO ARRIVE LONDON FRIDAY 4 MAY LATEST ?
- MANY THANKS

Keith

OK to Cram or Split

Fax draft
2 hard copy

****

FROM: KEITH HOCKING

DATE: 24 APRIL 1990

INPUT
Project Charge Code: ____

CEMKT CHI KH

111-17,18

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Registered in England No. 1470416

GETTING THE MOST OUT OF CUSTOMER SATISFACTION SURVEYS

1

Keith Hocking

INPUT EUROPE

2

INPUT

- INTERNATIONAL RESEARCH AND CONSULTING

- OFFICES
  - LONDON
  - PARIS
  - TOKYO
  - WASHINGTON
  - NEW YORK
  - CALIFORNIA

3

CUSTOMER SATISFACTION
SURVEY

MEASURES

- [redacted] SATISFACTION OF CUSTOMER WITH

– SUPPORT SERVICES PROVIDED

– SUPPORT SERVICES NOT PROVIDED

4

3

~~WHAT WHY~~ ?

- COMPARE YOUR SERVICES TO COMPETITION
- REVEAL BUSINESS OPPORTUNITIES
- DISCOVER ~~[illegible] AREAS~~ YOUR SERVICE STRENGTHS AND WEAKNESSES

5

3

- CREATE CUSTOMER LOYALTY THROUGH SATISFACTION WITH SERVICE

- CONTROL YOUR ACCOUNTS

- IN-HOUSE SURVEYS
- INDEPENDENT SURVEY
- BOTH

SYSTEMS SOFTWARE
SERVICE SATISFACTION

- ENGINEER SKILLS
- TELEPHONE SUPPORT – FIX SPEED
  - ACCESSIBILITY

8

- DOCUMENTATION
- SOFTWARE UPDATES
- SOFTWARE INSTALLATION

- SOFTWARE TRAINING
- HOTLINE
- CAPACITY TUNING

9

- ON-SITE SUPPORT
- CONSULTANCY PLANNING
- REMOTE DIAGNOSTICS
- SOFTWARE PROBLEM DATABASE

SERVICE

HARDWARE SATISFACTION

- SPARES AVAILABILITY
- ENGINEER SKILLS
- PROBLEM ESCALATION
- CALL HANDLING
- BACK-UP SUPPORT
- HARDWARE TRAINING

10

- TELEPHONE SUPPORT
- SERVICE ADMINISTRATION
- DOCUMENTATION
- CONSULTANCY PLANNING
- REMOTE DIAGNOSTICS
- OUT-OF-HOURS SERVICE

11

PROFESSIONAL SERVICES

- ENVIRONMENTAL PLANNING
- FACILITIES MANAGEMENT
  'SINGLE SOURCE'
- MAINTAINANCE
- NETWORK PLANNING

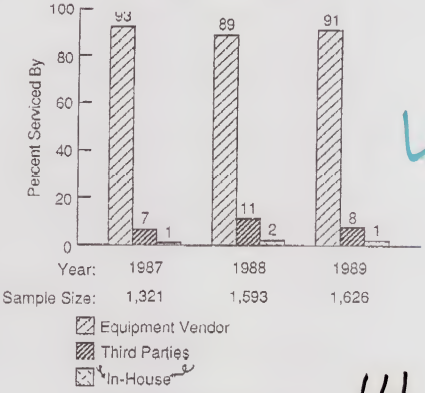
12

- DISASTER RECOVERY
- CABLING
- SOFTWARE EVALUATION
- CONSULTANCY

13

CAE9 III-15

Service Vendor Trends
Hardware Service

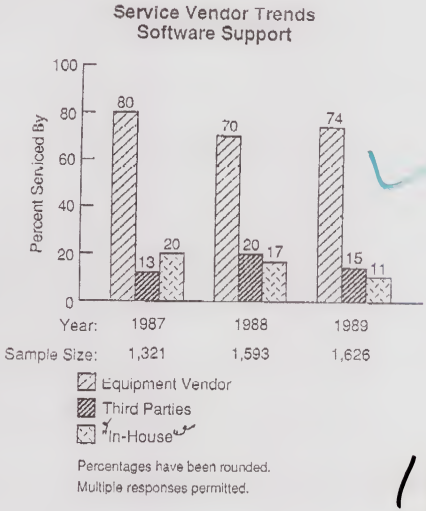


Percentages have been rounded.
Multiple responses permitted.

14

(16)

CAE9 III-16

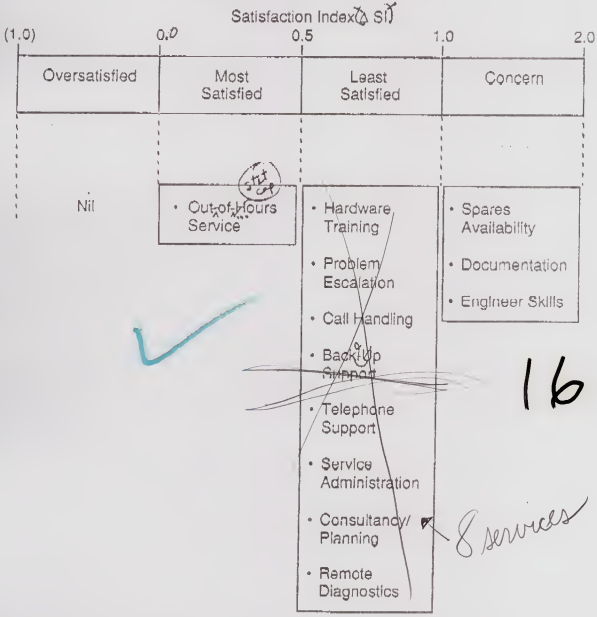


15

(17)

CAE9 III-3

Hardware Service Satisfaction



CAE9 III-5

17

Software Support Satisfaction

Satisfaction Index (Δ SI)

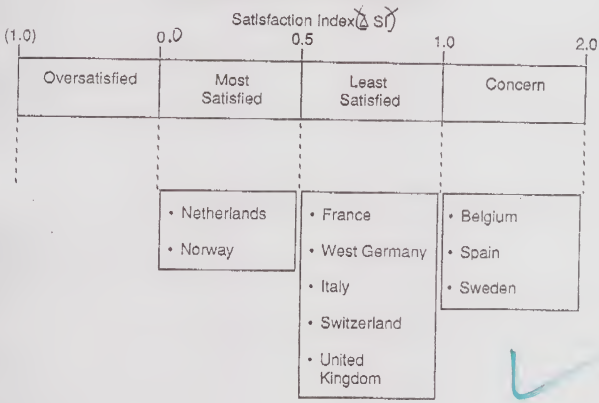
(1.0)	0.0	0.5	1.0	2.0
Oversatisfied	Most Satisfied	Least Satisfied	Concern	
Nil	Nil	• Software Installation • On-Site Support • Consultancy/ Planning	• Engineer Skills • Fix Speed • Accessibility • Documentation • Software Updates • Software Training • Hotline • Capacity Tuning • Remote Diagnostics • Software Problem Database	

10 services

CAE9 III-6

18

Country Comparisons
Hardware Service Satisfaction

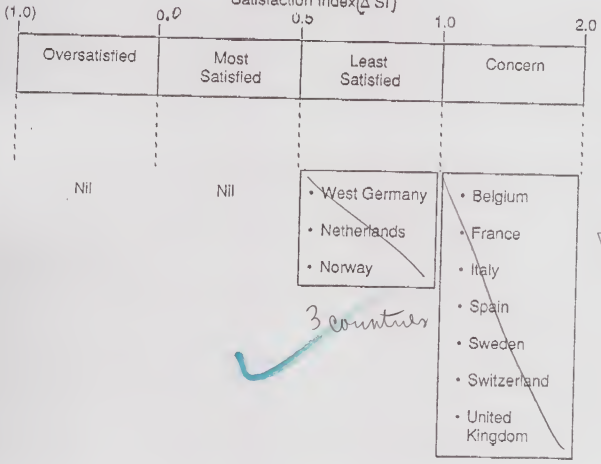


CAE9 III-7

19

Country Comparisons
Software Support Satisfaction

Satisfaction Index (Δ SI)



3 countries

7 countries

(24)

P1

CAE9 III-1

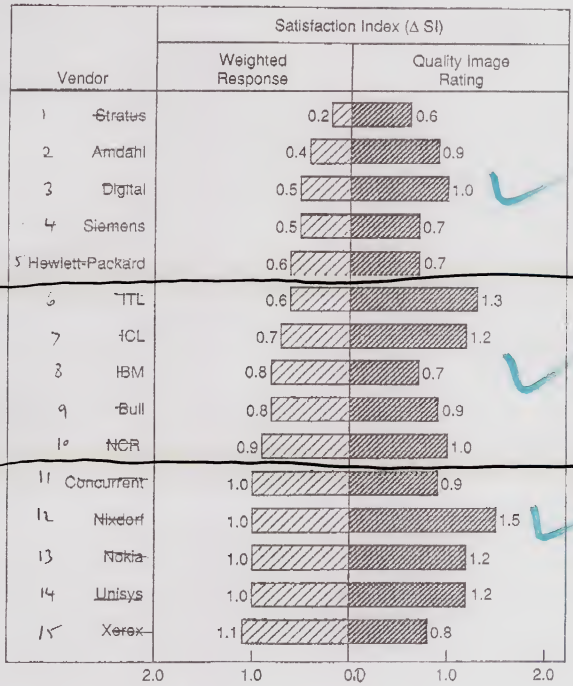
Major Issues and Trends

- Declining user satisfaction
- User concern with software support
- Hardware service concern
  - Spares availability
  - Engineer skills
  - Documentation
- Increasing system failure rate
- Vendor software support quality image

26

CAE9 III-17

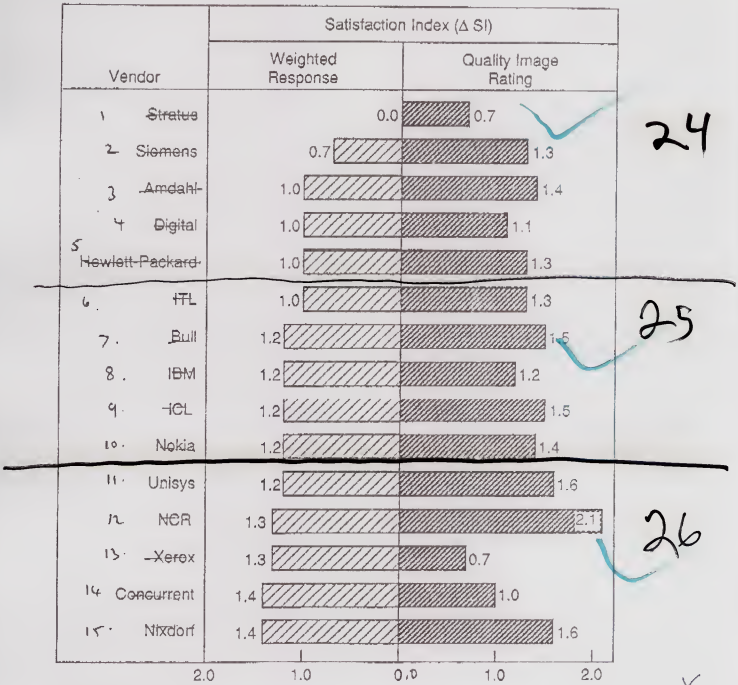
Vendor Quality Image
Hardware Service



Sample Size: 1,626

CAE9 III-18

Vendor Quality Image
Software Support



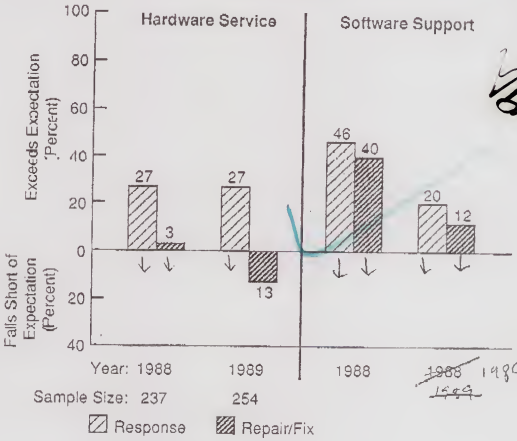
Sample Size: 1,626

CAE9 V-24

ONE VENDOR'S

27

Trends in Response and Repair/Fix Times 1988-1989



Percentages have been rounded.

Reverse all bars

CHECK CAE9 V-24 IN REPORT.

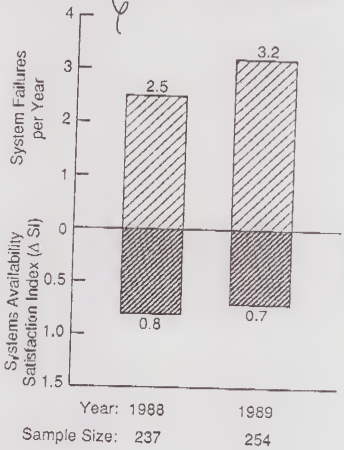
(28)

CAE9 V-23

ONE VENDOR'S

~~IBM~~

Trends in System Failure Rate and Systems Availability, 1988-1989



28

(29)

BENEFITS OF CUSTOMER SATISFACTION SURVEYS

29

- MEASURES PERCEIVED PERFORMANCE
- REVEALS STRENGTHS AND WEAKNESSES OF SERVICES
- DEMONSTRATES VENDOR CARES

&

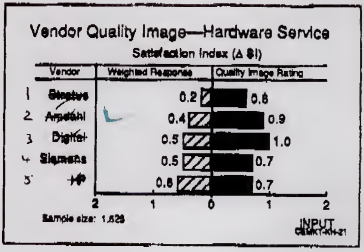
30

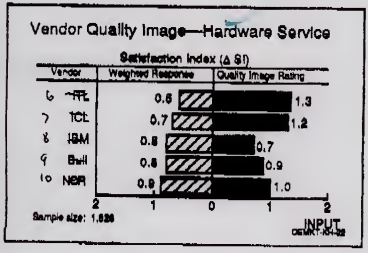
- GIVES COMPETITIVE BENCHMARK.
- HIGHLIGHTS BUSINESS OPPORTUNITIES.
- MAKES SERVICE MORE VISIBLE.

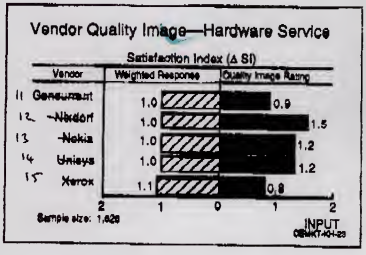
Major Issues and Trends

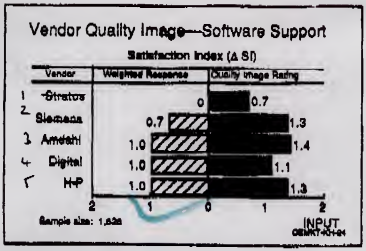
- Increasing system failure rate
- Vendor software support quality image

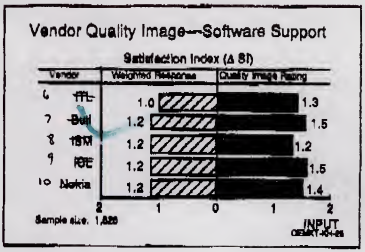
INPUT

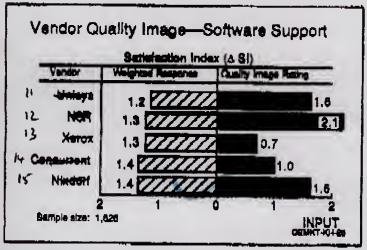


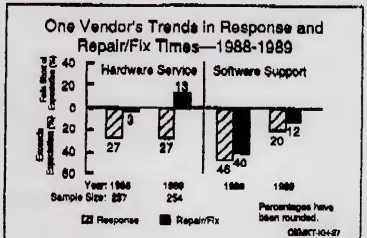





Vendor Quality Image—Software Support
Satisfaction Index (Δ SI)
Vendor
Weighted Response
Quality Image Rating
1 Stratus 0 0.7
2 Siemens 0.7 1.3
3 Amdahl 1.0 1.4
4 Digital 1.0 1.1
5 H-P 1.0 1.3
2 1 0 1 2
Sample size: 1,626
INPUT


Vendor Quality Image—Software Support
Satisfaction Index (Δ SI)
Vendor
Weighted Response
Quality Image Rating
6 ITL 1.0 1.3
7 Bull 1.2 1.5
8 IBM 1.2 1.2
9 ICL 1.2 1.5
10 Nokia 1.2 1.4
2 1 0 1 2
Sample size: 1,626
INPUT


Vendor Quality Image—Software Support
Satisfaction Index (Δ SI)
Vendor
Weighted Response
Quality Image Rating
11 Unisys 1.2 1.6
12 NCR 1.3 2.1
13 Xerox 1.3 0.7
14 Concurrent 1.4 1.0
15 Nixdorf 1.4 1.6
2 1 0 1 2
Sample size: 1,626
INPUT


One Vendor's Trends in Response and Repair/Fix Times—1988-1989
Hardware Service
Software Support
Fixed Stock of Expectation (%)
Expected Expectation (%)
40
20
0
20
40
60
27
3
27
13
46
40
20
12
Year: 1988
1989
1988
1989
Sample Size: 237
254
Percentages have been rounded.
Response
Repair/Fix